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In the Claims:

1.(Currently Amended) A packaging means for retaining and releasing at least one vapour active pyrethroid composition, the packaging means comprising:

a holder; and

a cellulosic substrate comprising the at least one vapour active pyrethroid[[:]].

wherein the holder comprises comprising:

a top;

a base; and

a longitudinal member extendible vertically extending from or between the top and the base thereby supporting the top and the base in a spaced apart relationship, wherein the holder is configured to be movable to a closed state or an open state, wherein the top is adjacent to the base when the holder is in the closed state[;], and

wherein the cellulosic substrate is attachable being attached to the top and the base of the holder, wherein the cellulosic substrate has having a honeycomb configuration separating the top from the bottom of the base when the holder is in the open state, and further wherein the cellulosic substrate comprises an effective amount of surface area to release a sufficient amount of the at least one vapour active pyrethroid to control flying insects.

2.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises two or more discrete parts.

3.(Original) The packaging means according to claim 1 wherein the cellulosic substrate is releasably attached to the top or the base, or both.

4.(Original) The packaging means according to claim 2 wherein the two parts are of substantially identical dimensions.

5.(Original) The packaging means of claim 1 wherein the cellulosic substrate has a

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surface area of about 50 - 5000 cm² and a height of about 8 - 23 cm.

6.(Currently Amended) The packaging means of claim 1 wherein the cellulosic substrate ~~or matrix~~ has a surface area of about 50 - 5000 cm² and a height of about 17.5 cm.

7.(Original) The packaging means of claim 1 wherein the cellulosic substrate has a surface area of about 180 - 2400 cm² and a height of about 8 - 23 cm.

8.(Original) The packaging means of claim 1 wherein the cellulosic substrate has a surface area of about 180-2400 cm² and a height of about 17.5 cm.

9.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises about 12 - 260 g·m⁻².

10.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises about 18 - 40 g·m⁻².

11.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises about 18 g·m⁻².

12.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises the vapour active pyrethroid in an amount of about 2-3000 mg·m⁻² of surface area.

13.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises the vapour active pyrethroid in an amount of about 16 - 320 mg·m⁻² of surface area.

14.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises the vapour active pyrethroid in an amount of about 130-320 mg·m⁻² of surface area

15.(Original) The packaging means of claim 1 wherein the cellulosic substrate

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comprises the vapour active pyrethroid in an amount of about 48-960 mg·m⁻² of surface area.

16.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises the vapour active pyrethroid in an amount of about 390-960 mg·m⁻² of surface area.

17.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises the vapour active pyrethroid in an amount of about 144-2880 mg·m⁻² of surface area.

18.(Original) The packaging means of claim 1 wherein the cellulosic substrate comprises the vapour active pyrethroid in an amount of about 1170-2880 mg·m⁻² of surface area.

19.(Original) The packaging means of claim 1 wherein the longitudinal member is releasably attachable to the top.

20.(Original) The packaging means of claim 1 wherein the longitudinal member is releasably attachable to the base.

21.(Original) The packaging means of claim 1 wherein the longitudinal member is releasably attachable to both of the top and base.

22.(Currently Amended) The packaging means of claim 1 wherein the cellulosic substrate, the longitudinal vertically extending member, or both, have a first position and a second position such that they are capable of being extended so that the top and base are in the an open state in the a first position or collapsed so that the top and base are in the a closed state in the a second position.

23.(Original) The packaging means of claim 22 wherein the open state releases an amount of the vapour active pyrethroid to control flying insects.

24.(Currently Amended) The packaging means of claim 22 wherein the closed state substantially seals the cellulosic based substrate releasing a minimal amount of

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vapour active pyrethroid.

25.(Currently Amended) The packaging means of claim 22 wherein the top and base are capable of being maintained in an intermediate third position between the open ~~first~~ position and the closed ~~second~~ position thereby releasing an amount of vapour active pyrethroid proportional to the amount of surface area of the cellulosic based substrate exposed to the atmosphere.

26.(Currently Amended) The packaging means of claim 2 wherein the longitudinal member vertically extending between the top and the base is a column.

27.(Original) The packaging means of claim 26 wherein the column is collapsible by folding at one or more hinged joints.

28.(Original) The packaging means of claim 26 wherein the column is comprised of one or more parts and is collapsible by telescopic movement of the one or more parts of the column within the other parts of the column.

29.(Original) The packaging means of claim 26 wherein the column is comprised of two or more interfitting parts.

30.(Original) The packaging means of claim 26 wherein the column is comprised of two or more releasable interfitting parts.

31.(Original) The packaging means of claim 26 wherein the column is comprised of two or more non-releasable interfitting parts.

32.(Original) The packaging means of claim 31 wherein the parts are able to be interfitted by means of a slotted configuration wherein each respective part comprises a slot which fits into the slot of another one or more parts.

33.(Original) The packaging means of claim 26 wherein the top is adapted to receive the column through an aperture thereby allowing the top to be moved along the column by a sliding motion so that the holder is able to be opened by sliding the top away from the

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base or closed by sliding the top towards the base.

34.(Currently Amended) The packaging means of claim 1 wherein the longitudinal member ~~vertically~~ extending between the top and the base is a spring.

35.(Currently Amended) The packaging means of claim 34 wherein the spring is configured to be compressed in the closed resting state so that the cellulosic based substrate is maintained in a closed state the first position in the absence of an externally applied force.

36.(Currently Amended) The packaging means of claim 34 wherein the spring is configured to be uncompressed in the open resting state so that the cellulosic based substrate is maintained in an the second extended state in the absence of an externally applied force.

37.(Currently Amended) The packaging means of claim 1 wherein the holder and cellulosic based substrate ~~or matrix~~ are adapted to allow the cellulosic substrate to be releasably retained in the holder and replaced as required.

38.(Currently Amended) The packaging means of claim 37 wherein the holder comprises a slot within the periphery of each of the top and base and the cellulosic based substrate ~~or matrix~~ comprises a card on each of its ends, wherein the cards are slidable within the slots thereby allowing the cellulosic based substrate to be releasably retained in the holder.

39. (Currently Amended) The packaging means of claim 1 wherein the cellulosic based substrate is adapted to receive the longitudinal member through an aperture thereby retaining the cellulosic based substrate ~~or matrix~~ between the top and base.

40.(Currently Amended) The packaging means of claim 1 wherein the cellulosic based substrate is able to be replaced by detaching the top or base, or both, from the longitudinal member, mounting the cellulosic based substrate about the longitudinal member, and reattaching the top or base, or both, to the longitudinal member.

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41.(Currently Amended) The packaging means of claim 1 wherein the cellulosic based substrate ~~or matrix~~ is removable for replacement without a need to detach either the top or base from the longitudinal member.

42.(Currently Amended) The packaging means of claim 1 wherein the cellulosic based substrate is removable for replacement while the top and base are in the a closed position.

43.(Currently Amended) The packaging means of claim 1 wherein the longitudinal member is capable of being stored within the packaging means when the top and base are in the a closed position.

44. (Original) The packaging means of claim 1 wherein the top further comprises a protruding rim and wherein the base comprises a means for engaging the protruding rim to substantially retain the vapour active pyrethroid when the top and base are in the closed state.

45.(Original) The packaging means of claim 44 wherein the top is a lid.

46.(Currently Amended) The packaging means of claim 1 wherein the means further comprises an end-of-life (EOL) indicator comprising a counter, an indicator display located on the counter and a gear mechanism adapted to rotate the counter one increment each time the packaging means is extended from the a first closed position to the a second open position, such that a user is able to ascertain from the display when the packaging means is substantially depleted in vapour active pyrethroid thereby having reached its EOL.

47.(Original) The packaging means according to claim 46 wherein the indicator display is a numeric or colour graphic display.

48.(Original) The packaging means according to claim 1 wherein the cellulosic based substrate is attached to the top and base, wherein the base is able to be surface mounted and is connected to the longitudinal member having a hook on its end, and wherein the cellulosic substrate is able to be extended and supported in the extended state by attachment of the top to the hook.

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49-83. (Canceled)